

The District of Columbia
Office of Planning
Pennsylvania Avenue East
Small Area Plan



Pennsylvania Avenue East Small Area Plan Urban Design Community Meeting

The Urban Design Community Meeting will begin at 7:00 pm
Please drop your questions in the comment box

About the Meeting



Meeting Agenda:

About the Small Area Plan and Urban Design

Existing Conditions

Draft Urban Design Strategies

Next Steps



Meeting Objectives





How to Participate

1. Join on zoom: <https://us06web.zoom.us/j/9686065067>
2. Provide feedback and ask questions in the comment box
3. PublicInput Broadcast

Participate by phone: **855-925-2801, Pin: 9252**

Press *, then 3 to join the caller queue



About Small Area Plans

Small Area Plans

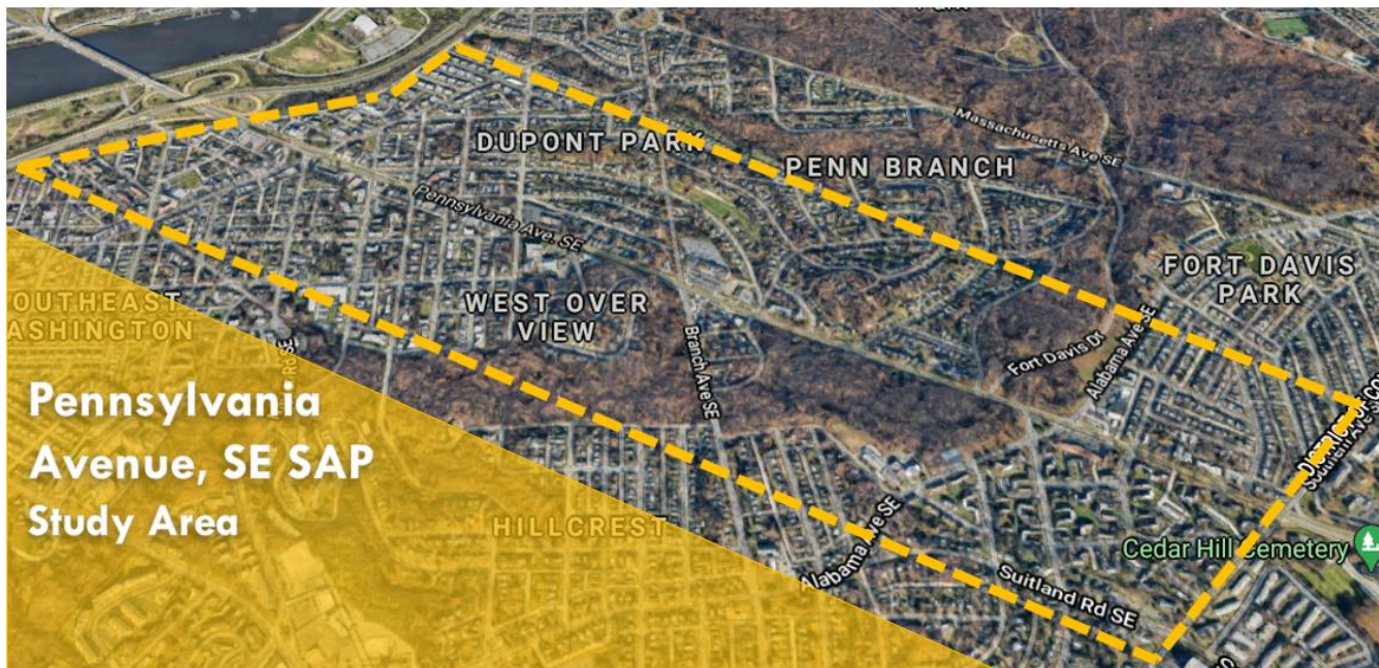
Small Area Plans supplement the Comp Plan by focusing on the neighborhood and block level. Small Area Plans **establish a vision for the neighborhood** and build on the guidance established in the Comp Plan.

- Identify strategic priorities, gaps, and opportunities
- Provide neighborhood specific recommendations
- Guide future development and investment
- Are approved by Council as legislation

About the Pennsylvania Avenue East Small Area Plan



With community support and involvement, OP will develop an updated vision and implementation plan for the Pennsylvania Avenue East corridor.



Project Timeline

We are here!



Dec 2020- March 2021 Project Roll-Out

- Existing conditions and market research
- Convene Interagency Advisory Committee
- Convene Community Advisory Committee

April – Winter 2021 Plan Development

- Community learning
- Community visioning
- **Recommendation development**
 - *Recommendation Workshops*
 - *Recommendation Townhall*
 - **Design charette**

Winter 2022 Legislative Process

- Public Comment Period
- Mayoral Hearing
- Council Review
- Council Approval

Spring 2022 on Implementation

- Implementation and neighborhood technical support
- Plan recommendation implementation

Pennsylvania Avenue East Small Area Plan Goals



The SAP will establish a framework that will guide development and reinvestment in the neighborhood to meet the following goals:



Encourage economic development and retail opportunities



Enhance a safe, accessible, and vibrant public realm



Improve transportation access and connectivity



Explore housing opportunities and social and economic resiliency strategies

The planning goals were developed with reflection from the Community Advisory Committee and Interagency Working Group

Urban Design Objectives



What is urban design: the relationship between buildings, streets, and open spaces that collectively defines our experience in neighborhoods and communities.

What can an urban design strategy achieve: develop guidance for future development that can encourage thoughtful infill and new construction.

What is our goal: develop design strategies that can meet the community's goals of increasing retail diversity, encouraging a thriving public realm, developing pedestrian friendly streetscapes, and anchoring the gateway as a destination.

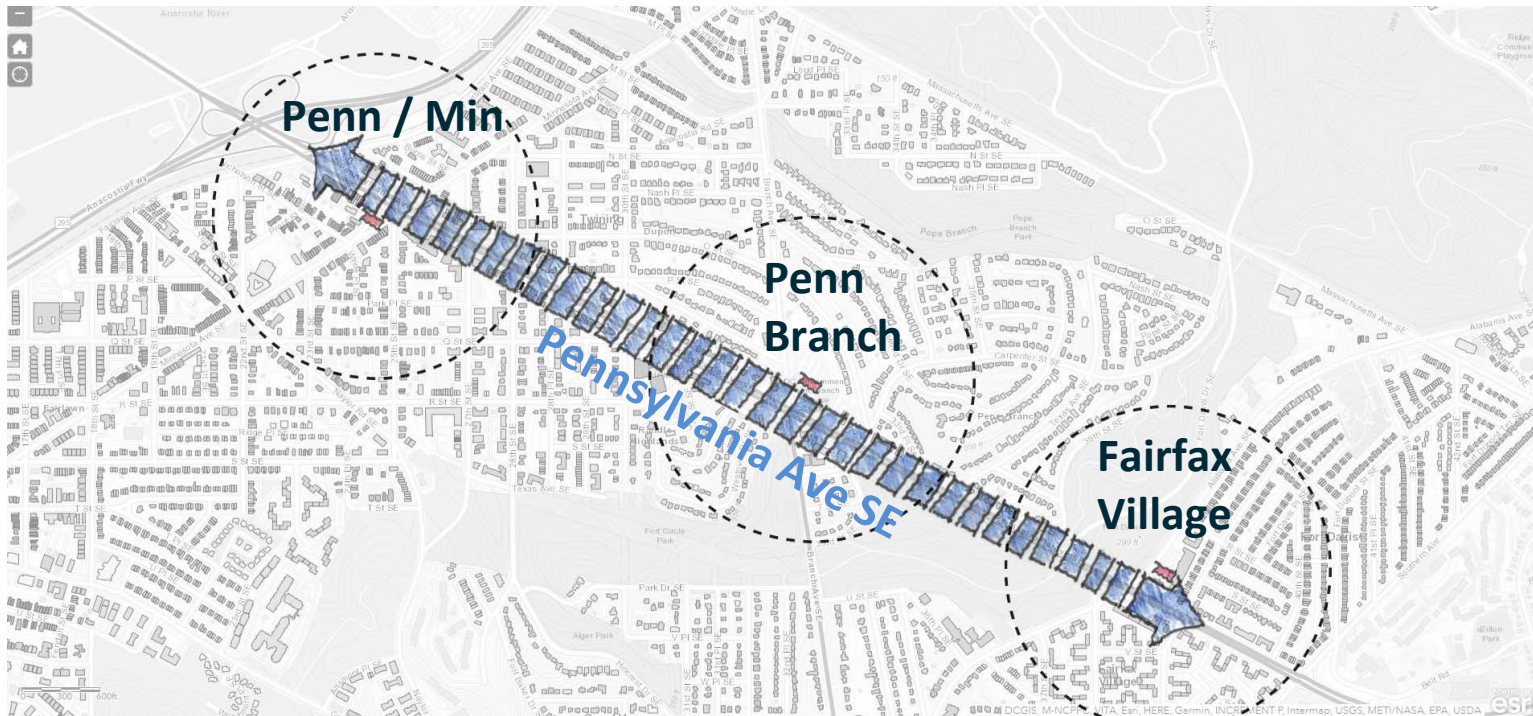
Why focus on the lower node: improvements to the lower node can build momentum for the rest of the corridor; offer the greatest opportunity for new and infill development; provides transferable and scalable solutions for the length of the corridor; captures the most vehicular and pedestrian traffic; and brands Pennsylvania Avenue not only as a residential asset, but retail destination.

Urban Design

Cunningham Quill Architects



THREE HUBS LINKED BY PENN AVE



Experiencing the Pennsylvania Avenue SE Corridor

Entering a Livable Green Ward – Traffic is Calmed and a Residential Scaled Node



Experiencing the Pennsylvania Avenue SE Corridor

Revitalization at a Neighborhood Node – Traffic is Calmed and Better Connections



Experiencing the Pennsylvania Avenue SE Corridor

The Residential Context Urbanizes – Traffic is Still Calmed with a Pedestrian Focus



Community Visioning Statements



Vibrant Public Realm: Highlight Pennsylvania Avenue as a destination where all residents **can live, work, eat, play, and meaningfully connect** with neighbors through investments in high-quality and well-maintained **community serving public spaces** that incorporate park features, art, commemorations, and respond to local culture.



Transportation Access and Connectivity: Establish Pennsylvania Avenue as **a multimodal gateway** that incorporates easily accessible transit options, vehicular safety, and comfortable pedestrian and bicycle access **to all users** while providing efficient connections to employment, retail, parks and open spaces, services, and other neighborhoods.

Community Visioning Statements



Housing Opportunities and Affordability: Encourage homeownership and **rental opportunities** for households across the income spectrum by taking advantage of **mixed-used redevelopment opportunities** to retain long-time residents, support first time homebuyers, families, and households on fixed incomes to foster **a thriving, diverse community.**



Economic Development and Retail Opportunities: Strive towards **a culturally healthy and wealthy economy** by encouraging **mixed-use redevelopment** that supports **a vibrant retail destination** and meets the shopping needs of residents by attracting and retaining new businesses and creating **opportunities for local businesses and entrepreneurs.**

Experiencing the Pennsylvania Avenue SE Corridor

The Lower Node



Developing design strategies that can meet community goals:

- Increasing retail diversity
- Encouraging a thriving public realm
- Develop pedestrian friendly streetscapes,
- Anchoring the gateway as a destination.



OBSERVATIONS

Existing Urban Design Conditions in the Lower Node

Community Walking Tour December 1, 2021

Eyes and Ears on the Ground- Pennsylvania Ave/ Minnesota Avenue



Observation # 1

Traffic Dominated Area – Commuter Corridor – Pedestrians Marginalized



Observation # 1: Car Traffic Dominated Area Commuter Corridor



- Vehicles Prioritized
- Ignores Mixed Use Neighborhood
- Weakened Pedestrian Streetscape
- Civic Spaces Uncomfortable



Observation # 2: Fragmented Open Spaces

Twining – L'Enfant Square area is fragmented, inaccessible and largely unusable



Observation # 2: Fragmented Open Spaces



- Fragmented Park Space
- Vehicle Traffic Prioritized over Sidewalk Life
- Separated from Existing Gathering Spaces at Retail & Bus



Observation # 3

Penn/Min has a Weak Identity as a Special Place



Observation # 3: Weak Identity as a Special Place



- Fragmented Open Space
- Alteration of Buildings
- Streets Oriented to Traffic
- No Easy Parking
- Difficult Access to Retail
- Lack of Destination Uses
- Lack of Useable Larger Community Gathering Spaces



Observation # 4: Loss of Historic Character



Observation # 4: Loss of Historic Character



- Neglected Older Buildings with Hidden Beautiful Details
- Iconic Theater Vacant and Unique Signage Not Emphasized





URBAN DESIGN STRATEGIES

Recommendation # 1



CREATE A PEDESTRIAN PRECINCT

Put People First Not Traffic
Design Streets for People, Safety
More Crosswalks and Slowing Traffic
On-Street Parking (Non-Rush Hour)

Recommendation # 1: PEDESTRIAN PRECINCT



Recommendation # 1: PEDESTRIAN PRECINCT



Curb-less or Special Pavement Mark
Walkable Zones



Fostering Outdoor Retail + Street Life



Street Trees and
Outdoor Furniture
to Cultivate Public
Space

Recommendation # 1: PEDESTRIAN PRECINCT



Community
Green Space



Improved
Crossings



Pedestrian
Oriented
Zone

Recommendation # 2

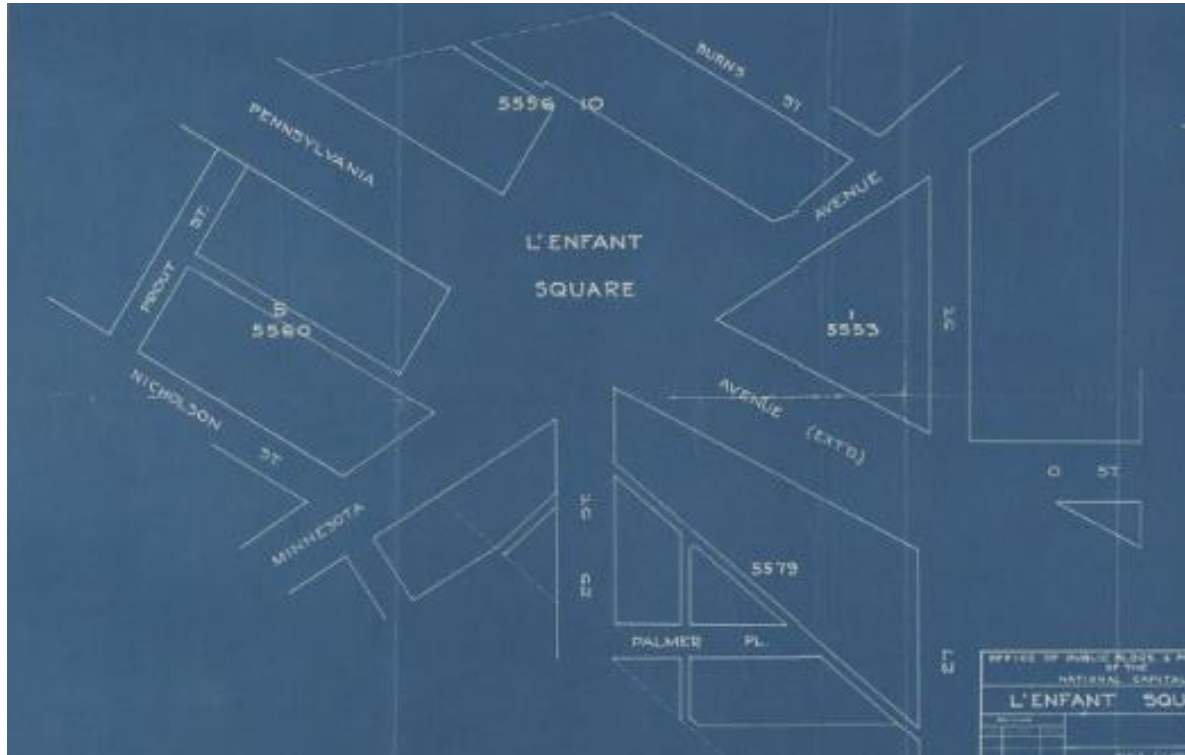


RESTORE THE SQUARE

The Role of Civic & Open Space

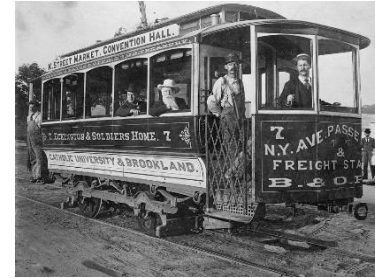
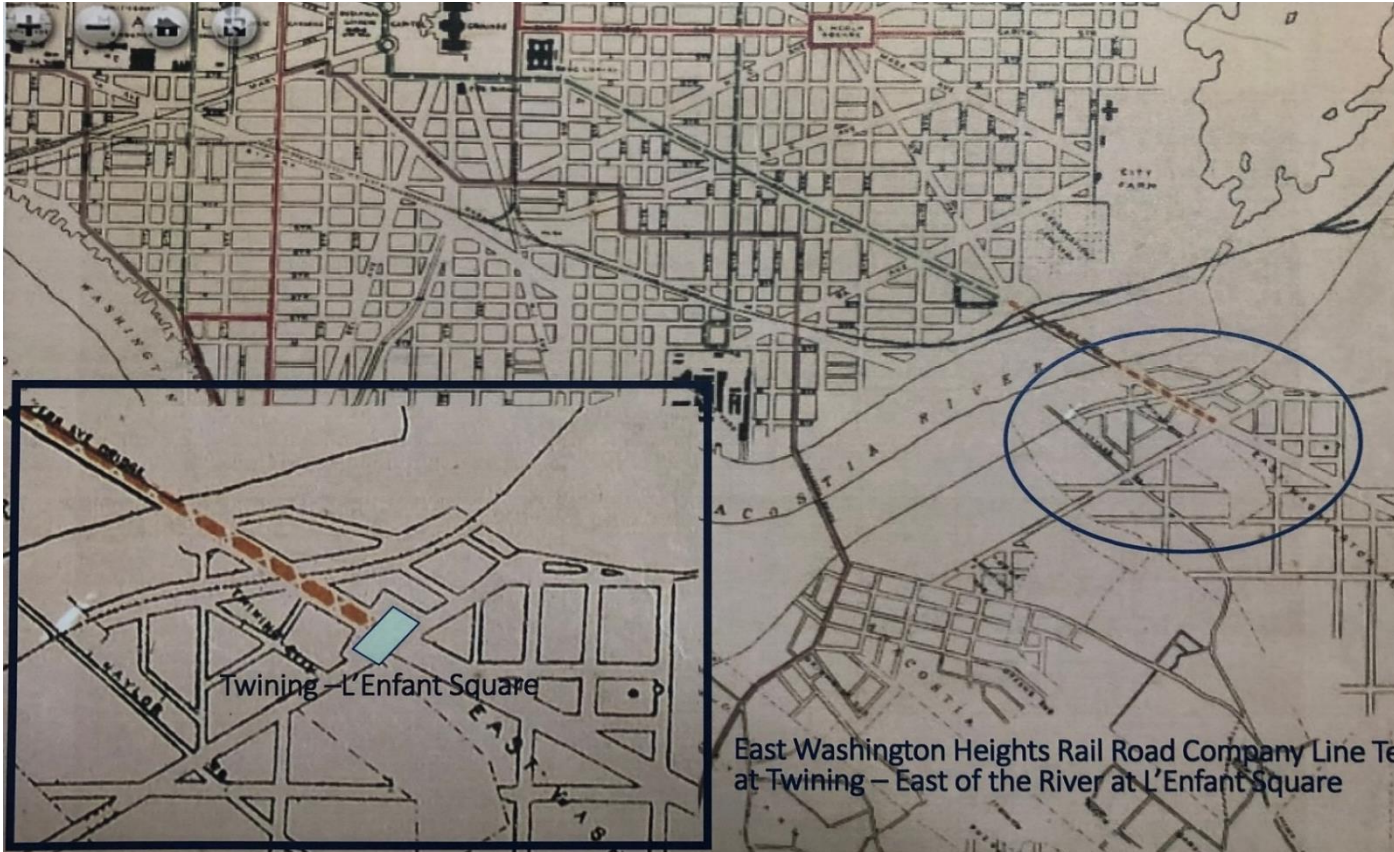
Restore the Square – Historic Context *(Early 1900's)*

Intersection of Pennsylvania & Minnesota Avenues SE known as L'Enfant Square



Restore the Square – Historic Context

Early 1900's: Twinning – L'Enfant Square was the Terminus of the Trolley Line



Restore the Square – Historic Context

Circa 1940: Twinning – L'Enfant Square Functioned as a Major Urban Park



Restore the Square

Activating the Square



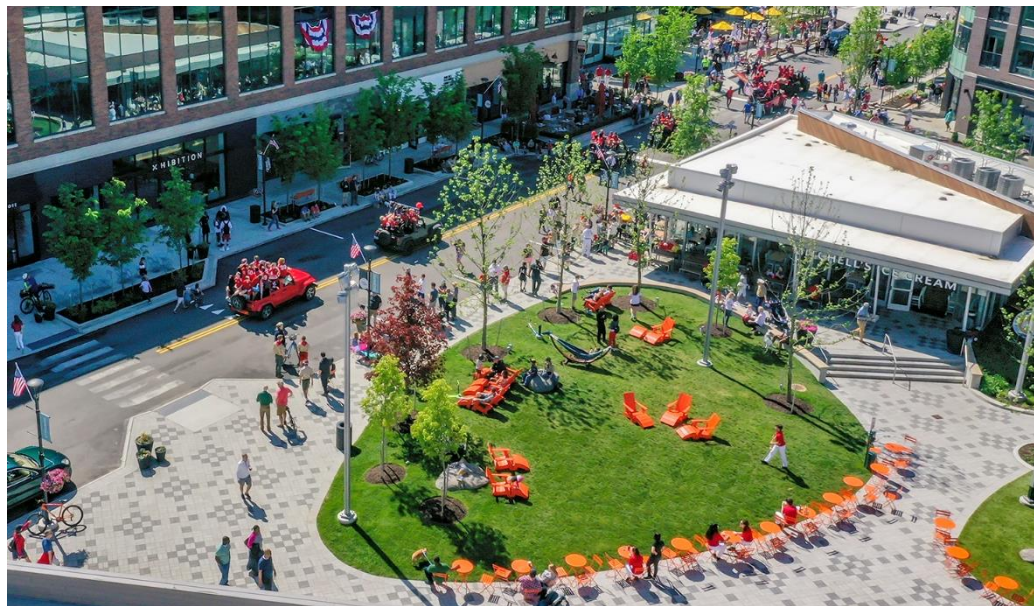
Community
Green Space



Outdoor Retail at
Pedestrian Street

Restore the Square

Activating the Square



Retail Activation at Park
Van Adkin District
Shaker Heights, Ohio



Public Gathering Spaces
Dupont Circle
Washington, DC

Recommendation # 3



Create Stronger Identity + Sense of Place

Historic Buildings Contribute to the Character of Place
Renovate, Restore & Repurpose the Older Buildings in the Node

A Sense of Place & Identity

The Contribution of Historic Buildings & Signage to Character & Place



A Sense of Place & Identity – Restore Buildings

The Contribution of Historic Buildings & Signage to Character, Place & Identity



A Sense of Place & Identity – Build on History

Examples



Takoma Theater
Takoma, DC



Georgetown Theater
Georgetown, DC

A Sense of Place & Identity – Activate Public Realm

Activating the Public Realm-Sidewalks and Older Building Street Level Storefronts



Before

Before: Unfriendly Retail Front
Narrow Sidewalks
No Lighting
No Seating
Car Oriented Space



After

After: Outdoor Retail
Improved Sidewalk
Better Lighting
Better Signage
Multimodal Transit

A Sense of Place & Identity – Building on History

Diagram of Recommended Historic Buildings to Restore and Repurpose



Renovated Older Building Facades

Major Historic Buildings

Community Green Space

Recommendation # 4




Opportunities for New Infill

Explore Housing Opportunities + Retail Activation

Opportunities for New Infill: Mixed Use & Housing



 New Infill Mixed Use and Housing

 Community Green Space

Opportunities for New Infill: Mixed Use & Housing

Apartments to Walkup Rowhouse Condos to Encourage Diverse Housing Mix

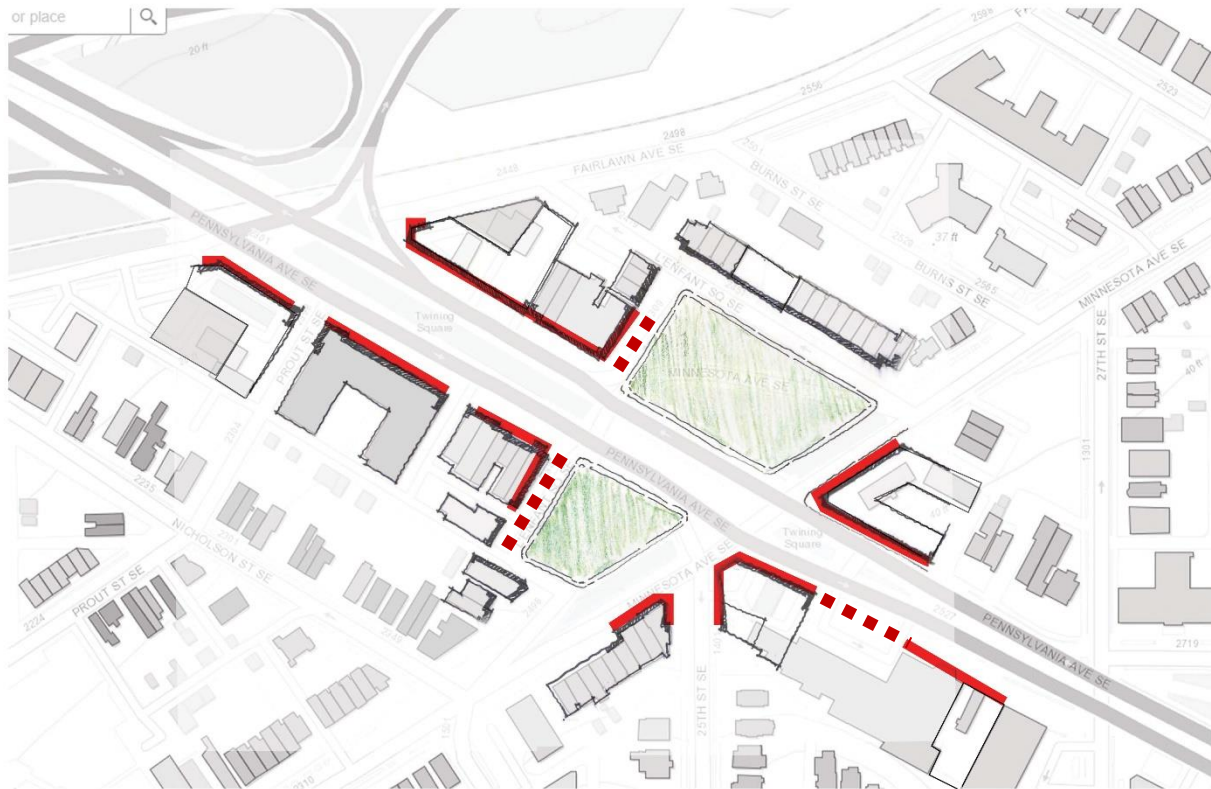


Clifton Apartments
Columbia Heights, DC



Condos with Ground Floor Retail
14th Street, DC

Opportunities for New Infill: Fostering Retail



— Active Retail
Storefronts

- - - Special Outdoor
Seating,
Outdoor Retail



Community
Green Space

Opportunities for New Infill: Bringing Retail Outside



“Streeteries” Activating Street



Seating & Retail Along Park

Recommendation # 5



Expand Transit

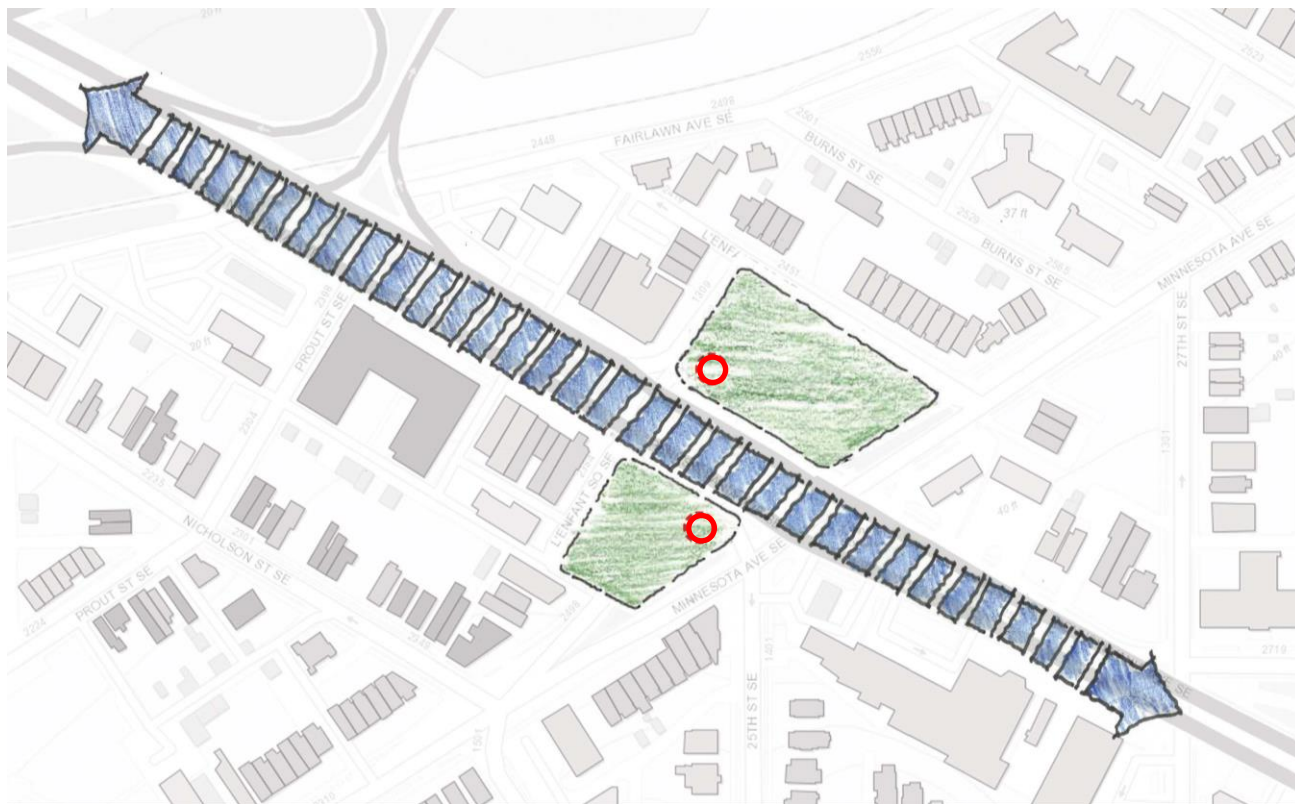
Activating the Neighborhood Through Connectivity

Expand Transit: Plaza + Bus Rapid Transit Stations

Examples



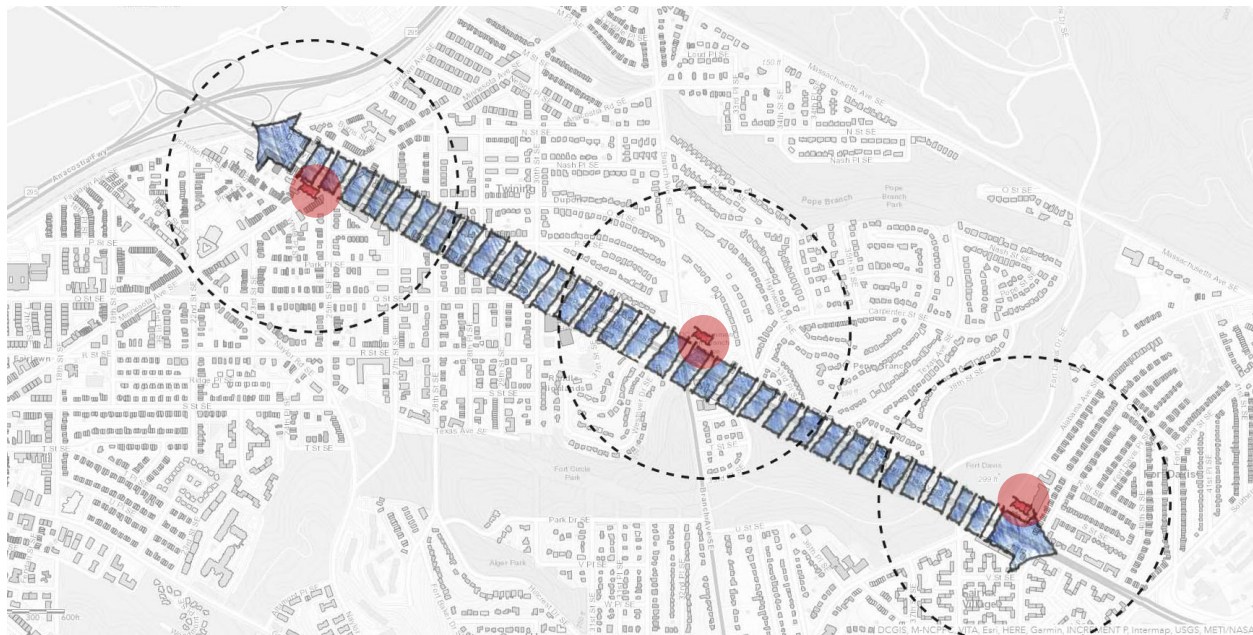
Expand Transit: Plaza + Bus Rapid Transit (BRT)



Bus Route Along
Penn Ave SE

Transit Stop
Opportunity

Expand Transit: Rapid Bus Transit (BRT) System



Bus Route Along
Penn Ave SE



Retail Anchored
Transit Stations



¼ Mile Walking
Radius

Overall Recommendations








A Community Anchored Destination

A Community Anchored Destination

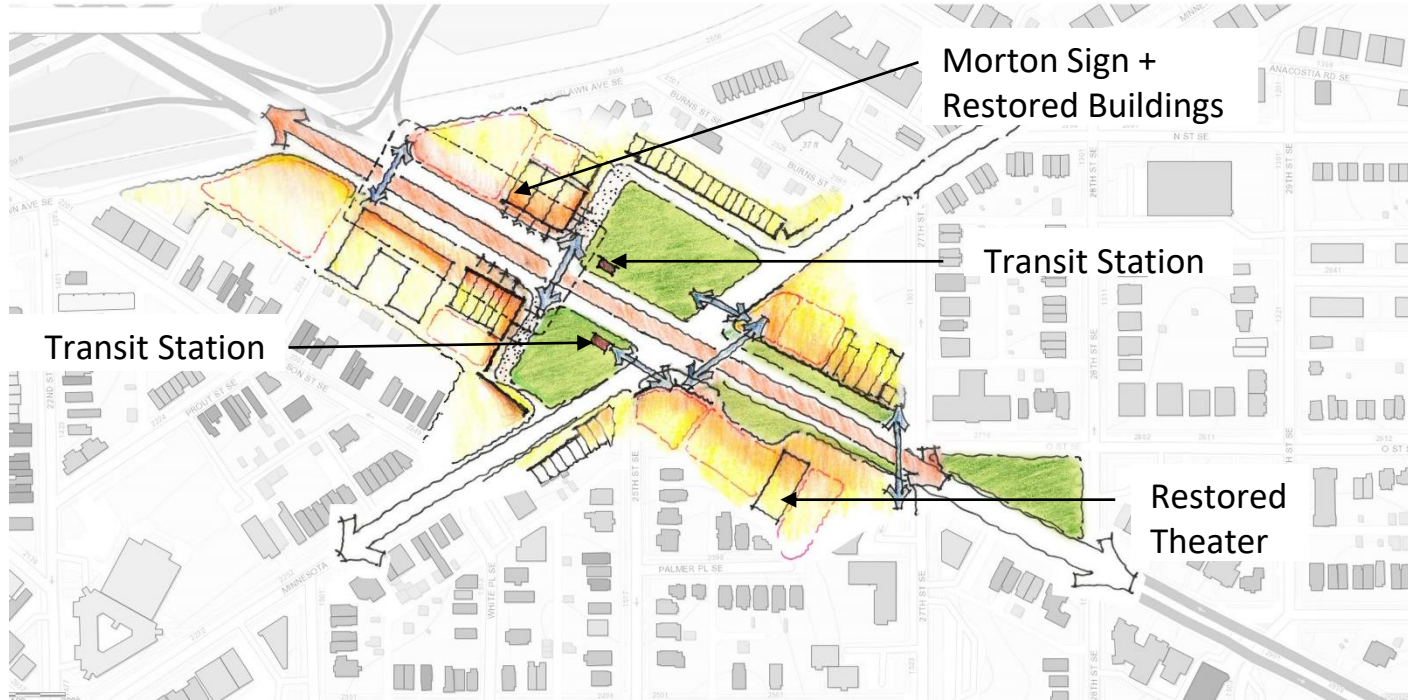
Illustrative Diagram








-  Community Square + Park
-  Mixed Use District
-  BRT Retail Corridor
-  Improved Crosswalks
-  Pedestrian Street

A Community Anchored Destination

Illustrative Diagram



-  Community Square + Park
-  Mixed Use District
-  BRT Retail Corridor
-  Improved Crosswalks
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Community Discussion



Summary of Discussions



Next Steps



Building Toward Recommendation Development



We need your feedback!

Weigh in on draft vision statements and recommendations online:

publicinput.com/PennAveRecommendations

Publicinput.com/PennAveSEPlan

Get involved!

Interested in getting involved in the Penn Avenue East Small Area Plan? Please provide your contact information and select topic areas of interest, below.

First Name *

First Name

Last Name *

Last Name

Email *

faith.broderick@dc.gov

Phone

###-###-####

Submit

Pennsylvania Avenue East Small Area Plan - Recommendation Development

The Office of Planning (OP) is developing an updated vision and implementation plan for Pennsylvania Avenue East. We need your help to develop recommendations that fit your vision for the future of the...

Participate



The Legislative Process

Winter 2022: OP will kick off the legislative process.

- Release of draft plan
- 30+ day public comment period
- Mayoral Hearing (scheduled for the end of the public comment period)

Sign Up and stay informed on next steps!

publicinput.com/PennAveSEPlan

How to stay involved



This is just the one of many opportunities to stay involved!

- ✓ Register for the Plan
- ✓ Weigh in on draft vision statements and plan recommendations: publicinput.com/PennAveRecommendations
- ✓ Provide feedback online at: publicinput.com/PennAveSEPlan



Project Website: publicinput.com/PennAveSEPlan



Project Phone: 855-925-2801 (pin: 9252)



Project Email: PennAveSEPlan@dc.gov



Project Manager: DeborahCrain.kemp@dc.gov





Thank You

For More Information Contact:

Project Email: PennAveSEPlan@dc.gov

Project Phone: 855-925-2801 (pin: 9252)

Project Website: publicinput.com/PennAveSEPlan

